

National University of Computer & Emerging Sciences



ADVERTISING MG-4032

Advertising Campaign Project (EverGreen)

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Project: Task#1

Planning Your Campaign

1. What product did you choose?

"EverGreen", a high-quality and fashionable clothing brand.

2. What is the name of the company that produces that product (this will be your client)?

"EverGreen", the company producing this product.

3. What is the company's mission statement?

At EverGreen, our mission is to revolutionize the way people perceive and experience everyday clothing. Through our brand EverGreen, we aim to offer not just garments, but confidence, style, and sustainability in every thread.

Advertising Campaign Objective

a. Create one objective for your advertising campaign.

i. Be sure to make your objective specific and measurable and give it a deadline.

Objective: Increase brand awareness and drive sales of EverGreen clothing by 20% within the next six months.

Specifics: Implement targeted digital marketing campaigns focusing on social media platforms such as Instagram and Facebook, collaborate with influencers to promote EverGreen products, and launch a series of online advertisements highlighting the superior quality and versatile fashionability of EverGreen clothing.

Measurement: Track website traffic, engagement metrics on social media platforms, and sales data through unique promo codes or affiliate links.

Deadline: Achieve the 20% sales increase by the end of the six-month campaign period.

4. Primary and Secondary Markets

a. Define who the primary target market is for your product. (You must include AT LEAST ONE demographic, psychographic, and geographic. BE SPECIFIC!!)

The primary target market for EverGreen clothing is teenagers and youth aged between 13-25 years old. This demographic is particularly attracted to fashionable clothing trends and values quality in their clothing choices. They seek garments that reflect their individuality and style while offering durability and longevity.

Demographic: Teenagers and youth aged 13-25, no gender restrictions as it is open for all genders.

Psychographic: Fashion-conscious individuals who value quality and versatility in their clothing choices. They seek garments that align with their personal style while offering durability and longevity.

Geographic: Urban and suburban areas with a high concentration of young population, such as major cities and affluent suburbs.

b. Define who the secondary target market is for your product. (You must include AT LEAST ONE demographic, psychographic, and geographic. BE SPECIFIC!!)

The secondary target market for EverGreen clothing encompasses all age groups and genders. While the primary focus is on teenagers, EverGreen aims to appeal to a broader audience, including young adults, adults, and even older individuals, who appreciate high-quality clothing that transcends age and gender boundaries. By offering versatile and fashionable designs, EverGreen aims to cater to the diverse tastes and preferences of consumers across different demographics.

Demographic: All age groups and genders.

Psychographic: Individuals of all demographics who prioritize quality and style in their clothing selections. They may include young adults, working professionals, and older individuals who appreciate versatile fashion staples.

Geographic: Nationwide coverage, targeting both urban and rural areas across various regions.

5. Advertising Budget

a. You will have \$5,000-\$7000 to run your advertising campaign.

b. Using the Internet, research the average cost of the following advertising mediums:

i. How much on average does it cost to run a print ad in a local magazine versus a national magazine?

The cost of running a print ad in a local magazine like Fashion Central, published in Lahore, can vary based on factors such as ad size, placement, and frequency. However, for a basic full-page color ad in a local magazine in Pakistan, the average cost can range from \$200 to \$500 per insertion.

On the other hand, national magazines such as Newsline or Spider, which have a wider readership and coverage, tend to have higher advertising rates. For a full-page color ad in a national magazine in Pakistan, the average cost can range from \$500 to \$800 or more per insertion.

ii. Use the research how much a company would pay to run a radio ad.

The average ad spending per radio listener in the Traditional Radio Advertising market in Pakistan is expected to be US\$0.31 in 2024.

1. What type of radio advertising did you choose (traditional or streaming)?

I chose streaming radio advertising over traditional radio advertising due to the shifting preferences of the target market, especially teenagers, towards digital platforms for consuming content, including music and radio.

2. If you chose streaming advertising:

a. Which outlet did you choose?

Spotify, YouTube

b. What is the circulation?

YouTube: YouTube boasts a vast audience in Pakistan, with millions of active users streaming content regularly. According to recent statistics, YouTube has approximately 50 million monthly active users in Pakistan.

Spotify: While Spotify's user base in Pakistan may not be as extensive as YouTube's, it still presents a significant opportunity for reaching the target audience.

c. How much is the minimum cost?

YouTube: The minimum cost for running a video ad on YouTube can vary based on factors such as targeting options, ad format, and ad duration. On average, the cost per view (CPV) for a YouTube video ad in Pakistan ranges from \$0.01 to \$0.05. Therefore, for a 30-second video ad, the minimum cost can range from \$300 to \$1,500.

Spotify: Spotify offers various advertising options, including audio ads, video ads, and sponsored playlists. The minimum cost for running a streaming audio ad on Spotify in Pakistan starts at around \$0.005 per impression. For a 30-second audio ad, the minimum cost can range from \$150 to \$300, depending on the targeting criteria and audience reach.

iii. Use the research to determine average cost of a billboard and record your answers below.

1. What city did you choose?

Karachi, near Shahrah e Faisal.

2. What type of billboard did you choose (physical or digital)?

Digital Billboard. Digital billboards can indeed be an effective way to capture the attention of a youthful audience due to their dynamic nature and ability to display eye-catching visuals. They often resonate well with younger demographics who are more accustomed to engaging with digital content and technology-driven advertisements. Additionally, digital billboards offer the flexibility to change content quickly, allowing for timely and relevant messaging that appeal to the ever-changing interests of youth.

3. What is the cost?

The price of digital billboards in Pakistan may vary depending on the location, size, area and other factors. You can anticipate a monthly expense of PKR 300,000 to PKR 800,000 for a digital billboard situated in prominent area.

4. Taking your budget into consideration, would you be able to include a billboard as a medium of advertising in the campaign you are creating for your client? Why or Why not?

We can include billboards as a medium of advertising the campaign, but it will depend on the cost of digital billboard advertising in the specific geographic area that the client is targeting.

5. Explain your answer.

It's essential to recognize the unique benefits that digital billboards offer, especially when targeting a youthful demographic. These billboards are dynamic, attention-grabbing, and have the potential to make a lasting impression on the target audience. With their ability to display vibrant visuals and interactive content, digital billboards align perfectly with the campaign's goal of engaging with the youth market in a visually appealing manner.

Furthermore, investing in a digital billboard allows the brand to establish a strong presence in high-traffic areas frequented by the target demographic, thereby maximizing exposure and brand visibility.

iv. Research the going rate for 30 second television commercials in primetime on network TV.

1. What is one television show that your primary target market would most likely watch?

"Coke Studio" is a widely popular music television series in Pakistan known for its fusion of different music genres and showcasing both established and emerging artists. It has gained a massive following among the youth demographic due to its contemporary and innovative approach to music production. The show not only entertains but also resonates with the cultural and social interests of Pakistani teenagers, making it a prime choice for reaching this target audience. Additionally, the diverse range of musical performances featured on "Coke Studio" appeals to a broad spectrum of viewers, aligning well with the diverse interests and preferences of the youth market.

a. How much does a 30 second spot cost to air during that show?

Time Slot	Gross Rate/Min in USD	TARIFF RATES/MIN in Pkr
00:00 - 00:59	\$157.04	25,000 Pkr
01:00 - 07:59	\$125.63	20,000 Pkr
08:00 - 08:59	\$157.04	25,000 Pkr
09:00 - 10:59	\$251.26	40,000 Pkr
11:00 - 17:59	\$219.85	35,000 Pkr
18:00 - 18:59	\$251.26	40,000 Pkr
19:00 - 19:59	\$502.51	80,000 Pkr
20:00 - 22:59	\$942.21	150,000 Pkr
23:00 - 23:59	\$502.51	80,000 Pkr

2. With the budget you were given, would running a television ad be an option for you to include in your campaign? Why or why not?

With the allocated budget of \$5,000-\$7,000 for the advertising campaign, including a television ad can indeed be a viable option to consider, especially when targeting a broad audience like teenagers and youth in Pakistan. Here's why:

Wide Reach: Television remains one of the most influential and pervasive forms of media in Pakistan, with a significant portion of the population regularly tuning in to watch their favorite shows, including popular ones like "Coke Studio." By airing a television ad during such a widely watched program, the EverGreen brand can reach a large and diverse audience, including its primary target market of teenagers and youth.

Impactful Visual and Audio Medium: Television ads allow for the combination of compelling visuals and audio elements, making them highly engaging and memorable. This is particularly beneficial for a brand like EverGreen, which aims to showcase the quality and fashionable appeal of its clothing.

Brand Visibility and Credibility: Being featured on television lends level of credibility and legitimacy to the EverGreen brand. It positions the brand as a reputable and established player in the market, enhancing its visibility and standing among competitors.

Complementing Other Advertising Channels: While television advertising may require a significant portion of the budget, it can complement other advertising channels such as digital and social media marketing.

3. Would you use social media as a part of your advertising campaign? Why or why not?

Integrating social media into the advertising campaign would be highly advisable for several reasons:

Target Audience Engagement: Social media platforms are frequented by teenagers and individuals of all age groups and genders, making them an ideal channel to reach the diverse target audience of EverGreen. By creating engaging content tailored to each platform, such as META (Instagram, Facebook, and Whatsapp), the campaign can effectively connect with the target audience and encourage interaction and sharing.

Cost-Effectiveness: Compared to traditional advertising channels like television or print media, social media advertising typically offers more cost-effective options, allowing the campaign to maximize its budget.

Brand Building and Awareness: Social media provides a platform for building brand awareness and fostering a sense of community around the EverGreen brand. By consistently sharing engaging content, showcasing product offerings, and interacting with followers, the campaign can cultivate a loyal and engaged audience base, ultimately driving brand recognition and advocacy.

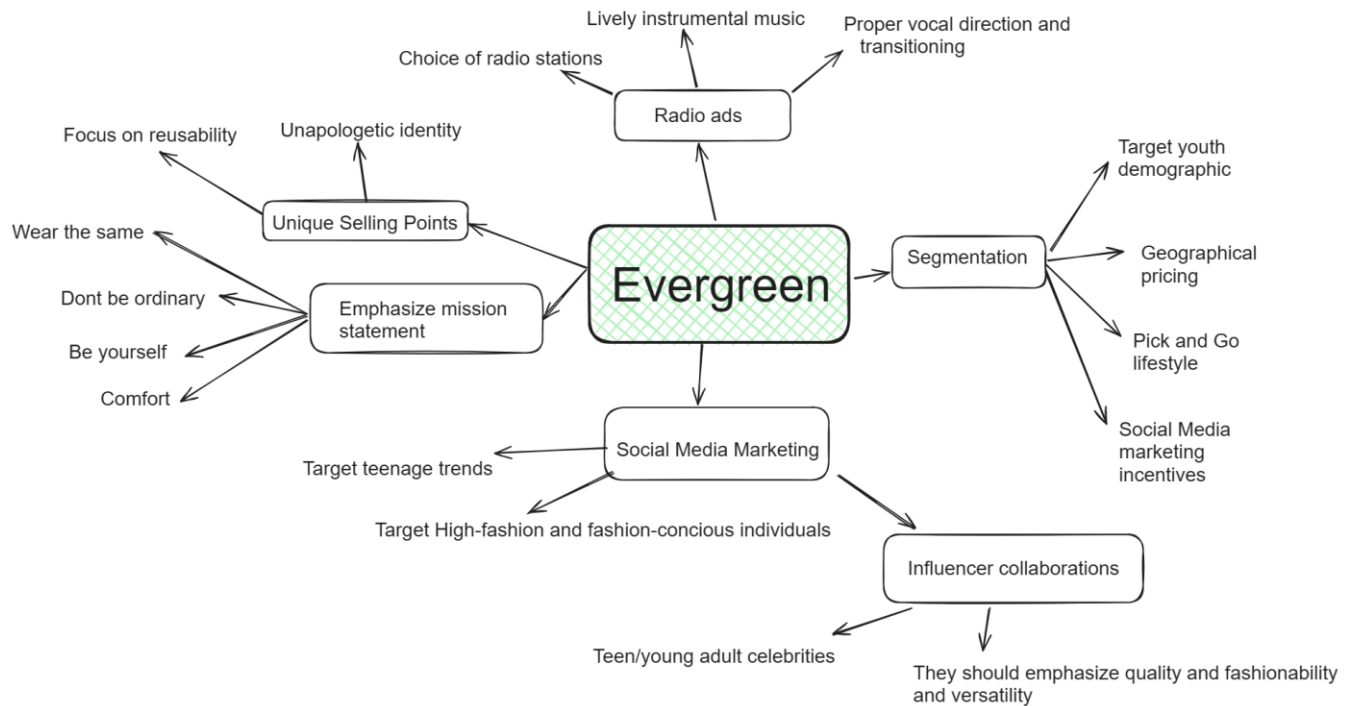
4. What social media platform most closely matches your primary market? Why?

For the primary target market of teenagers and youth, META (Instagram, Facebook, and Whatsapp) would most closely match their preferences and behaviors:

1. **Extensive Reach:** META platforms collectively have billions of active users globally, offering a broad audience base for engagement.
2. **Visual Appeal:** Instagram's visual-centric nature enables effective showcasing of EverGreen clothing fashionability through photos and videos.
3. **Direct Communication:** WhatsApp provides a direct and personal channel for one-on-one interactions with potential customers, fostering brand relationships.

Project: Task#2

Primary Market Ad Sketch and Brainstorming



Creating the Print Ad

www.evergreen.com

EVER GREEN

be same
be YOU

dump
ordinary
like NOBODY

outfits that
feels
second skin
and OPULENT
with unparalleled
comfort



Project: Task#3

Creating Digital Advertising (Promotional Video)

Promotional Video Drive Link:

<https://drive.google.com/file/d/1hTlhkjXwt0yBEBGIY4oYeT97kpnNZtUV/view?usp=drivesdk>

Social Media Advertising (META)









Project: Task#4

Creating the Print Ad

- **Campaign Objective**

To increase brand awareness and drive sales of EverGreen clothing by 20% within the next six months through a comprehensive digital marketing campaign targeting our primary demographic of teenagers aged 13-19. This campaign will focus on leveraging social media platforms, influencer collaborations, and strategic online advertising to highlight the quality, fashionability, and versatility of EverGreen products. By effectively engaging with our target audience and showcasing the unique value proposition of EverGreen, we aim to establish EverGreen as a trusted and preferred choice for fashionable and high-quality clothing among teenagers.

- **Client's Primary Target Market:**

<u>Item</u>	<u>Description</u>
Target Market Demographics:	Age: Teenagers and youth aged 13-25. Gender: Open to all genders.
Target Market Psychographics:	Fashion-conscious: They care about trends and how they present themselves. Quality-focused: They value durable and well-made clothing items. Socially active: They are likely to attend social events and gatherings where fashion matters. Tech-savvy: They are comfortable with digital platforms and social media.
Target Market Geographics:	Urban and suburban areas: Cities and affluent suburbs where fashion trends are prominent.

- **What will you be trying to communicate to your listener through this ad?**

Through this radio ad, we aim to communicate the following key messages to our listeners:

Quality Assurance: EverGreen clothing are synonymous with quality. We want to assure our listeners that they are investing in a product that is durable and made to last.

Fashionability: Our products are not just high-quality; they are also fashionable. We want to highlight the trendy designs and styles that EverGreen offers, appealing to the fashion-conscious nature of our target audience.

Versatility: EverGreen products are versatile pieces that can be styled for various occasions, from casual outings to more formal events. We want to emphasize the adaptability of our products, ensuring that

they fit seamlessly into our listeners' lifestyles.

Brand Recognition: By mentioning EverGreen in the ad, we aim to increase brand recognition among our target audience, making them more likely to consider our products when making their next clothing purchase.

- **Radio Ad Description:**

<u>Item</u>	<u>Description</u>
Gender of Narrator:	Female (Insha), Female (Yusra), Male (Ismail)
Character Narrator is Playing:	Insha: Mother Yusra: Daughter Ismail: Brother
Vocal Direction:	Insha (Mother): Warm, nurturing, and authoritative tone. Yusra (Daughter): Youthful, curious, and eager tone. Ismail (Brother): Casual, confident, and inquisitive tone.
Suggested Background Music:	Upbeat and lively instrumental music (Menuet) to complement the familial interactions and create a positive ambiance.
Suggested Sound Effects:	Gentle background music transitioning between scenes.

- **Radio Script:**

Attention Grabbing Opener
[Upbeat and enthusiastic background music begins] Yusra: "Mummy!" Yusra: "Aaj beach party par kia pehnon?" The above dialogues is grabbing attention by curious and tensed tone
Major Content
Insha: "Beta wohi pehen lo." Ismail: "Mummy, kal Hiral ke reception me kia pehnon?" Insha: "Beta wohi pehen lo coat kay saath." Yusra: "Mummy, farewell me kia pehnon?" Insha: "Beta wohi pehenlo upper kay saath."
Call To Action
[Background music continues] Yusra: "Agar aap bhi chaahte hain wohi pehen na baar baar tu abhi pehnein EverGreen."

- Choose at least 3 local radio stations you could put your ad on and list them below as well as **WHY** you chose each one.

<u>Radio Station</u>	<u>Why You Choose It</u>
FM 101 Lahore:	FM 101 Lahore is one of the most popular radio stations in Lahore, with a wide reach and diverse audience demographics. It has a mix of music, talk shows, and entertainment segments, making it suitable for reaching our target audience of teenagers and youth aged 13-25 as well as other age groups. Broadcasting our ad on FM 101 Lahore will ensure exposure to a large and engaged audience in Lahore, a key market for our EverGreen clothing.
CityFM89 Karachi:	CityFM89 Karachi is a prominent radio station in Karachi, catering to the urban population and offering a mix of music, lifestyle, and entertainment content. Karachi is one of the largest cities in Pakistan with a significant youth population, making CityFM89 an ideal platform for reaching our target audience of teenagers and youth aged 13-25. By advertising on CityFM89 Karachi, we can effectively engage with the youth demographic in Karachi and increase awareness of EverGreen clothing among this key market segment.
Power99 Islamabad:	Power99 Islamabad is a leading radio station in Islamabad, serving the capital city and its surrounding areas. It has a strong following among urban youth and professionals, making it a valuable platform for promoting EverGreen clothing to our target audience. Advertising on Power99 Islamabad will allow us to reach a diverse audience, including teenagers and youth aged 13-25, young adults, thereby maximizing the exposure of our brand and driving sales in the Islamabad region.